

BAFO Cost Proposal
Request for Proposal Number 6028 Z1

Bidder Name: Firespring

Due to the dynamic nature of this RFP and the resulting contract, the percentage of time spent on the items delineated in Section IV.E. Scope of Work, will be fluid, with greater emphasis being put on certain areas at different times. This is considered a normal part of the services being contracted and shall be included in the proposed fixed prices.

Provide a fixed cost-per-hour rate for each of the six (6) requirements as indicated. **Hourly Rates must not be expressed as a range.** For evaluation purposes, the hourly rates will be averaged.

All prices, costs, and terms and conditions submitted in the proposal shall remain fixed and valid commencing on the opening date of the proposal until the contract terminates or expires.

A completed Cost Proposal must be submitted with the proposal response.

1. 2. Requirements	Fixed Hourly Rates				
	Initial Period Year One	Optional Renewal One	Optional Renewal Two	Optional Renewal Three	Optional Renewal Four
CornsTalk Newsletter	\$ 150	\$ 150	\$ 155	\$ 160	\$ 165
Media Planning and Placement ★ See attached	\$ 150	\$ 150	\$ 155	\$ 160	\$ 165
Creative Development, Design and Production Services	\$ 150	\$ 150	\$ 155	\$ 160	\$ 165
Website Updates, Management and Maintenance	\$ 160	\$ 160	\$ 165	\$ 170	\$ 175
Video Production	\$ 150	\$ 150	\$ 155	\$ 160	\$ 165
Project Planning and Management	\$ 150	\$ 150	\$ 155	\$ 160	\$ 165

Please note the Commission Rate for Media Planning and Placement has been removed. Also, do not split out the requirements. Do not provide average multiple hourly rates within a Requirement. Provide one fixed hourly rate for each Requirement.

**Media Planning and Placement:**

Standard media services include media planning and placement, negotiation, trafficking, invoicing, verification of schedules and digital reporting. Our Firespring media team will facilitate ongoing communication with media outlets regarding NCB projects. In exchange for these services, Firespring will receive the standard 15-percent agency commission. Any additional recommendations or time spent reviewing vendor proposals not placed by Firespring will be billed at the hourly media rate.